

## WHAT IS CLAIMED IS:

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1. A method of tracking network activity of a user, comprising the steps  
of.
- 5 implementing a profile application on a computer of the user disposed  
on a network to track the network activity of the user, the profile application having a  
unique ID and bar code associated therewith;  
entering user information of the user into the profile application;  
accessing a vendor server on the network by the user to view server  
information; and
- 10 logging with an activity log activities of the user while the user  
accesses the vendor server for server information.
2. The method of Claim 1, wherein the profile information is transmitted  
to a registration server disposed on the network for storing, and the bar code and  
unique ID returned to the computer of the user in response to receiving the profile  
information.
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3. The method of Claim 2, wherein the vendor server transmits the  
activity log to the registration server in response to the user exiting the vendor server.
4. The method of Claim 3, wherein the activity log is appended to the  
user information stored on the registration server.
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5. The method of Claims 1, wherein the profile application contains the  
unique ID and bar code.

6. The method of Claim 1, wherein the profile application passes the unique ID and bar code to the vendor server when the user accesses the vendor server.

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*DP* 7. The method of Claim 6, wherein the vendor server accesses a registration server disposed on the network to obtain the user information stored thereon.

8. The method of Claim 7, wherein the vendor server presents advertising to the user based upon information extracted from the user information.

9. The method of Claim 1, wherein the activity log is generated on the computer of the user and stored thereon.

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10. A system for tracking network activity of a user, comprising;  
a profile application implemented on a computer of the user disposed  
on a network to track the network activity of the user, said profile application having  
a unique ID and bar code associated therewith;  
5 user information of the user entered into the profile application;  
a vendor server on said network accessed by the user to view server  
information; and  
an activity log for logging activities of the user while the user accesses  
said vendor server for said server information.

11. The system of Claim 10, wherein said profile information is  
transmitted to a registration server disposed on said network for storing, and said bar  
code and said unique ID are returned to said computer of the user in response to  
receiving said profile information.

12. The system of Claim 11, wherein said vendor server transmits said  
activity log to said registration server in response to the user exiting said vendor  
server.

13. The system of Claim 12, wherein said activity log is appended to the  
user information stored on said registration server.

14. The system of Claims 10, wherein said profile application contains  
said unique ID and said bar code.

15. The system of Claim 10, wherein said profile application passes said  
unique ID and said bar code to said vendor server when the user accesses said vendor  
server.

16. The system of Claim 15, wherein said vendor server access a registration server disposed on said network to obtain said user information stored thereon.

17. The system of Claim 16, wherein said vendor server presents advertising to the user based upon information extracted from said user information.

18. The system of Claim 10, wherein said activity log is generated on the computer of the user and stored thereon.

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